

INTERNAL FACTORS' INFLUENCE ON IMPULSIVE BUYING BEHAVIOR

Michelle P. Yu

Surigao del Sur State University, College of Education, Business and Management, Cantilan, Surigao del Sur, Philippines

*For correspondence; Tel. + (63) 947-334-8609, E-mail: queen_misyel@yahoo.com.ph

ABSTRACT: *Impulsive buying is an unexpected or unplanned buying or purchase. The principal intention of this research was to consider the influence of different intrinsic factors on impulsive buying tendencies. Hence, internal factors emphasize the person's core indicators and individualities. The factors comprise the consumer's personality traits. Moreover, the following were taken as internal factors for this study: excitement factors, esteem factors, new product knowledge, and hedonistic factors. After engaging this quantitative study, a questionnaire was utilized to gather data. Consequently, the information was composed of one hundred sixty-two college students of Surigao del Sur State University. It was found out that the respondents were reminded of the type of impulsive buyers who mind choosing what to acquire by looking at first the products in the store. With regard to their degree of impulsive buying intention, they manage to buy impulsively according to how they feel at an instant, but they certainly not consider obtaining new products even if they not ought and hear it yet. The findings also exposed that intrinsic factors significantly and most of the time impact the Impulsive Buying Behavior. The Esteem Factor was sought to encourage the respondents' imprudent buying conduct all the time. Generally, results have been discovered to be substantial and possibly will be adopted and executed for marketing strategy making by numerous stakeholders in the ground of consumer psychology and consumer behavior to figure out the effect of internal factors on the impulsive buying behavior.*

Keywords: *excitement factors, esteem factors, new product knowledge, hedonistic factors*

1. INTRODUCTION

The tendency of a customer's acquisition of goods and services without pre-planning is described as an impulsive buying. Frequently, the customer takes such prompt buying decisions instigated by sensations, moods, and feelings. It is noticeable that many were becoming impulsive buyers and many businesses were benefited from this condition. One may go shopping with a friend, declaring not to buy anything but end up with an unplanned purchase. Others perhaps had meant going to shops but acquiring a few things that weren't on their lists. No matter what the situation may have been or the intensity of planning one might have done before buying if one had bought anything that is not planned ahead of time take part in the society of impulse buyers. Numerous factors impact a person's urgent choice to purchase unwarily and considerable researches had been completed to improve the knowledge on this behavior. Moreover, businesses repeatedly utilized this information to encourage desire procurement in the anticipations of swelling their income.

Yu highlighted that impulsive buying is an occasion when consumers engage on sudden, prominent, and insistent needs to purchase some products instantly. Furthermore, it is procuring items that may possibly or not be of necessity or that budget is not enough. The Impulse and non-impulse buying inclinations are distinguished with dual aspects. Primarily, impulsive purchases are attained in an accidental means besides lack of a known purpose to attain the products prior to going to the store. Furthermore, it's procuring tendency that includes expressive reactions that occur earlier, though, and subsequently to whim acquisition.[1]

According to Zimmerman, approximately individuals take disposition feature so-called a compulsion procurement tendency, which is a pattern of creating impulsive acquisitions. He also added, there are several behaviors that follow through this characteristic which indicate its damaging impact. Mostly, whim purchasers are extra societal, status-minded, then image-anxious. An impulse shopper possibly will consequently purchase as a way others see it. Next, impulse buyers are likely experiencing more concern and

struggle managing their sensations, which might turn out to be tougher to avoid emotive longings to thoughtlessly employ money. Subsequently, impulse buyers have a propensity to feel less happiness, and so might buy to augment their mood. Lastly, impulse shoppers stay not as much of likely concerned about their expenditures' outcomes; their apprehension was wanting to take it.[2]

There were four categories of impulse buying, first is Planned which means intelligent buying.[3] Planned impulse procurement is partly intentional but merchandise or types are undecided with the purchaser. Furthermore, they decided based on the various sales endorsements inside the shop.[4] The second type is Pure impulse purchasing which is changing a normal buying pattern. [3] It is also described as an innovation otherwise escape buying. The shopper disrupts the trend of traditional spending. [4] Third is Reminder. It happens when a purchaser sees the product and he is reminded of the need for it. [3] Further, this type of impulse purchasing arises when a purchaser is prompted of the products' necessity spotted in a shop.[4] The fourth type is Suggestion impulse buying which is associated with products that the shopper has viewed for the first time in his life and he intends to acquire it impulsively.[3] In addition, suggestion impulse purchase theory is the procurement of new products based on self-insinuation however without one preceding experience. [5]

There are numerous buying conditions that have led to diversified impulse buying tendencies. Studies specified the effect of factors such as marketing inducements, situational influences, and characteristic impulsivity finishes-up introducing impulsive buying inclinations. Credit card and perceived crowding may sometimes influence and the promotional approaches, in-store form or window display, store characteristics and sensation cues, and presence of peers and family mostly influence the impulse buying behavior of consumers. [1] While this varies among individuals. [6] Furthermore, several instances have unpredictable influences even with the same personalities. This circumstance has been supported by the interviewees' opinions that impulsive

buying possibly will rise after exciting or pleasure-seeking shopping. [6]

Impulse buying effects various adverse results that include societal discontentment, guilt feelings, and product dissatisfaction. Consequently, exposing the core triggers of this unreasonable behavior. Currently, psychologists identified two impulsive buying groups of origin: internal and external factors. The study undertakes a complete understanding of the certainty that most of the prior studies emphasized mostly on outward factors. These factors which are, in utmost circumstances were business controlled. However, apparently, these external factors cannot employ adequately on the comprehension of the purchasing behavior. Incidentally, psychologists urged the attention on the internal factors influencing impulsive buying behaviors.

The internal differences of the consumer regarding an impetuous act might as well considered the utmost persuasive while buying impulsively.[7] Character associated factors are features of the consumer more accurately compared to the shopping atmosphere. This directs to the business employing the consumers' individualities that influence them to an inconsequential degree although they can't entirely control them. [8] Patil and Agadi [9] agree by affirming that impulse buying behavior indicates the consumers' inner traits which motivate the consumers thus intermingle in impulse buying. Hence, this study is designed to study the influence of inner factors on impulse buying behavior. Core factors focus on the person's internal indicators and individualities. These factors involve consumer's personality traits. The following were taken as internal factors for this study: excitement factors, esteem factors, new product knowledge and hedonistic factors.

2. MATERIALS AND METHODS

The study utilized the descriptive investigation method. A researcher-made survey was employed as the principal instrument for data gathering. Interviews were likewise performed to answer clarifications, validate the answers of the respondents, and to request for supplementary information. The research was done to one hundred sixty-two college students in Surigao del Sur State University Cantilan Campus, Cantilan, Surigao del Sur.

3. RESULTS AND DISCUSSION

The findings give information concerning the respondents' internal factors namely: excitement factors, esteem factors, new product knowledge, and hedonistic factors that influence their impulsive buying behavior. This has also taken the respondents' type of impulsive buyers and their degree of impulsive buying intention.

Table 1: Gender of the Respondents

Category	FREQUENCY	PERCENTAGE
Male	37	23%
Female	125	77%
Total	162	100%

Table 1 showed that out of 162 respondents, 37 were male students and 125 were female students. Mostly, the enrolled college students were female.

Table 2: Age of the Respondents

RANGE	FREQUENCY	PERCENTAGE
Below 20 years	102	63%
21-30 years	58	36%
Above 30 years	2	1%
Total	162	100%

Table 2 showed that below 20 years old has the greatest number of respondents. Typically, the students in college range from the youngest range, because individuals who went to the first year in college started with 16-17 years of age and least, were those who went to college at the middle age because at that point, mostly, they have already finished their college degrees.

Table 3: Marital Status

CATEGORY	FREQUENCY	PERCENTAGE
Single	158	98%
Married	4	2%
Total	162	100%

Table 3 showed that the majority were single since at an early age, in their society, they were inspired by their families to complete first their studies before getting married to give more prominence and concentration with their aspirations in life in the future.

Table 4: Type of Impulse Buying Behavior

Type	weighted mean	interpretation
1. Pure Impulsive buyer Generally speaking, I frequently buy things suddenly, and once I drive to shop, I acquire possessions I do not intend to purchase.	2.27	sometimes
2. Reminded Impulsive buyer I incline toward choosing anything I intend to purchase while I still am eyeing everywhere in a store.	3.02	most of the time
3. Suggestion or Fashion-oriented Impulsive buyer I purchase things even if it is unintended if it is self-suggested or commended by my friends or family without any previous experience.	2.18	sometimes
4. Planned Impulse Shopper My acquisitions are partly planned. Whenever I perceive something I certainly like, I will not acquire it except if it's an intended buying. But impulsively, I planned buying based on the price specials, discounts, and promos.	2.76	most of the time
AVERAGE	2.56	most of the time

Table 4 revealed that most of the time the respondents are reminded impulsive buyers who tend to decide what to purchase by viewing first the products in the store. A suggestion or Fashion-oriented impulsive buyer was least exhibited by the respondent's impulsive buying behavior. Mostly, eyeing the products present in the store before the unplanned purchase was the type of the impulsive buyer the respondents were generally in.

Table 5: Degree of Impulsive Buying Intention

Impulse Buying Intention	weighted mean	interpretation
1. If a new product was presented through a local store, I am attracted to purchase it.	1.72	never
2. I consider purchasing new merchandise, even I haven't heard of it still.	1.62	never
3. I purchase belongings corresponding to how I presently feel.	2.09	sometimes
4. I go spending for the purpose of making me feel better while I am depressed.	1.85	sometimes
5. Mostly, I incline to buy on impulse once auctions are present.	2.17	sometimes
6. I mind spending money if I have already got it.	2.01	sometimes
7. I habitually have a longing on thoughtless yearning to acquire things.	1.78	sometimes
8. Sometimes, I sense inside of me drove myself for shopping.	2.02	sometimes
AVERAGE	1.91	sometimes

Table 5 exhibited that majority of the respondents tend to buy impulsively according to how they feel now, but they never considered purchasing new convenience merchandise even they haven't perceived it yet. Additionally, auctions, sales, discounts, and the like sometimes tend them to buy unintentionally.

Table 6: Excitement Factors

Excitement Factors	weighted mean	interpretation
1. One of the vital factors is excitement.	3.04	most of the time
2. I am an economical person.	2.42	sometimes
3. I have a relaxed nature.	2.91	most of the time
4. Shopping is something to explore.	2.33	sometimes
5. I find shopping energizing.	2.28	sometimes
6. I feel happy when creating a purchase.	2.50	sometimes
7. I felt delighted when I try and buy something new.	2.61	most of the time
FACTOR AVERAGE	2.59	most of the time

The table 6 showed that most of the time the respondents considered excitement as one of the important influences that impact their impulsive purchasing but shopping as a stimulator sometimes influenced them.

Table 7: Esteem Factors

Esteem Factors	weighted mean	interpretation
1. For me, being well respected is essential.	3.48	all the time
2. If I go to shopping, buying impulsively may give significance to have self-esteem.	3.59	all the time
3. Connection with others is important for me that is why I buy impulsively.	3.47	all the time
4. Generally, I am satisfied with myself.	3.32	all the time
5. When shopping impulsively, I sense confidence in my abilities.	3.22	most of the time
6. I am a person of value, at a minimum on an equivalent level beside others.	3.20	most of the time
7. There is greatness in myself having an impulse purchase.	3.33	all the time
8. I sense that if I go on shopping, others respect and admire me.	2.86	most of the time
FACTOR AVERAGE	3.31	all the time

The table 7 indicated that buying impulsively may give a significance to have self-respect influenced the respondents' impulsive buying behavior all the time while the respect and admiration of others got the least weighted mean in the influence of their impulse buying behavior.

Table 8: New product knowledge Factor

New Product Knowledge	weighted mean	interpretation
1. In my set of friends, I am the last to find the names of the latest convenience goods.	2.36	sometimes
2. I first recognize new products beforehand other individuals do.	1.85	sometimes
3. I perceive most of the convenience products that are nearby.	2.17	sometimes
4. Often, I am amongst the foremost individuals to attempt new merchandise.	2.02	sometimes
5. I check out products that are unusual.	2.61	most of the time
6. I am considered by others as a great basis of shopping information.	1.87	sometimes
FACTOR AVERAGE	2.15	sometimes

Table 8 revealed that the respondents most of the time check a product that is different from usual, thus sometimes they exhibited less knowledge about a new product over other people.

Table 9: Hedonistic Factor

Hedonistic Factor	weighted mean	interpretation
1. In order for me to feel better in times of distress, I go shopping	2.11	sometimes
2. For me, when I go to shopping, it is a way of relieving stress.	2.31	sometimes
3. Going to shopping means treating myself something special.	2.70	most of the time
FACTOR AVERAGE	2.37	sometimes

Table 9 showed that most of the time the respondents go shopping and impulsive buying when they want to treat themselves something special. And sometimes if they were in depressed, they go shopping to ease their mood and feel better.

Table 10. Summary of the degree of Influence of the Internal Factors

INTERNAL FACTOR	weighted mean	interpretation
1. Excitement Factors	2.59	most of the time
2. Esteem Factors	3.31	all the time
3. New Product Knowledge	2.15	sometimes
4. Hedonistic Needs Factor	2.37	sometimes
GRAND MEAN	2.61	most of the time

The table 10 revealed that the esteemed factor influenced the respondents all the time. Most of the time excitement factors encouraged them to buy impulsively. The new product knowledge factor, as well as the hedonistic factors, were sometimes considered in the influence of their impulsive buying behavior. But in totality, these internal factors most of the time influenced the respondents to their unplanned purchase of products.

4. CONCLUSIONS

On the outcomes of the study, analysis, and discussion, it can be concluded that certainly, a person has an impulsive buying behavior. This was evidently observed in different instances and responses varying from different types of buyers and the degree of the impulsive buying intention of an individual influenced by internal factors.

Moreover, the internal factors have a positive, and most of the time influence respondents' impulsive buying behavior. The results demonstrate that buyers have vigorous internal factors including the excitement factors, esteem factors, new product knowledge and hedonistic factors. But amongst the factors, Esteem was sought to influence the respondents' impulsive buying behavior all the time, thus obtaining the highest consideration.

The core intention of identifying the internal factors influencing impulsive buying behavior amongst the students was attained.

This research enhances the worth to the knowledge of these students' decision making in Surigao del Sur State University. Moreover, business industries that need to progress their marketing promotion and understanding the

internal factors of impulsive buying behavior will be aided by this study. Primarily, since results have been found to be considerable and conceivable, it may well be implemented for business strategy making predominantly in marketing by several stakeholders in the arena of consumer psychology and consumer behavior to work out the effect of internal factors on impulsive buying behavior.

Therefore, this would be of great help to industries in their thrive for its final cause or objective that is the provision of profitable goods and services.

5. REFERENCE

[1] Yu, M., "External factors' influence on impulsive buying behavior", *Religación. Revista de Ciencias Sociales y Humanidades.- Quito, Ecuador. Centro de Investigaciones en Ciencias Sociales y Humanidades desde América Latina*,4(17): 419-426 (2019)

[2] Zimmerman, I." What Motivates Impulse Buying? Personality, pleasure, and product connections can all lead to impulse buys", *Psychology Today Sussex Publishers, LLC*, (2019)

[3] Muruganatham, G. and Bhakar, R. S., "A Review of Impulse Buying Behavior", *International Journal of Marketing Studies*, 5(3): 149-160 (2013)

[4] Iyer, E. S., "Unplanned purchasing: Knowledge of shopping environment and time pressure", *Journal of Retailing*, 65(1), 40-57(1989)

[5] Stern, H., "The Significance of Impulse Buying Today", *Journal of Marketing*, 59-62. <http://dx.doi.org/10.2307/1248439>. (1962). Applebaum, W., "Studying Consumer Behavior in Retail Scores ", *Journal of Marketing*, 16:32-40(1951)

[6] Hoyer and Macininer, "*Consumer Behavior*", New York: Houghton Mifflin, (1999)

[7] Chen, T., "Impulse purchase varied by-products and marketing channels", *Journal of International Management Studies*, 1:154-161 (2008)

[8] Žnideršić, R.K., Grubor, A. & Marić, D., "Impulsive consumer behavior", *International Journal of Multidisciplinary in Business and Science*, 2(2):81-89 (2014)

[9] Patil, P. & Agadi, R., "Impact of visual merchandising on young customers' apparel impulse buying behavior", *International Journal of Advancement in Engineering, Technology, Management & Applied Science*, 3(1):187-199(2016)

[10] Bagozzi, R. & Warsaw, L. "Trying to Consumer", *Journal of Consumer Research*, 17(2):127 – 140(1990)

[11] Arifianti, R., "Effect of Supermarket Attributes on Impulse Buying (Survey on Supermarket in Bandung)", *Journal of Business Management Education*, 9(17) :1-75 (2010)

[12] Shahjehan, A., Qureshi, J. A., Zeb, F., & Saifullah, K., "The effect of personality on impulsive and compulsive buying behaviors" *African Journal of Business Management*, 6(6), 2187-2194. DOI: 10.5897/AJBM11.2275 (2012)

[13] Arnold, M.J., and Reynolds, K.E., "Hedonic Shopping Motivations", *Journal of Retailing*, 2 (2) 77-95 <http://www.sciencedirect.com.ezproxy.lancs.ac.uk/scienc>

- e/article/pii/S0022435903000071# [Accessed 3 Oct 2019]. (2003)
- [14] Beatty, S.E., and Ferrell, M.E., "Impulse buying: Modelling its precursors", *Journal of Retailing*, (74), 169-191 (1998)
- [15] Bitner, M.J., "Servicescapes: The Impact of Physical Surroundings on Customers and Employees" *Journal of Marketing*, 56(2) :57-71 (1992)
- [16] Blackwell, R.D., Miniard, P.W. and Engel, J.F., "Consumer Behavior", Singapore: Cengage Learning Asia Pte Ltd. (2012)
- [17] Bosnjak, M., Galesic, M. and Tuten, T., "Personality Determinants of Online Shopping: Explaining Online Purchase Intentions Using a Hierarchical Approach", *Journal of Business Research*, 60 (6) 597–605 (2007)
- [18] Chih, W.H., Wu, C.H.J., and Li, H.J., "The Antecedents of Consumer Online Buying Impulsiveness On A Travel Website: Individual Internal Factor Perspectives" • *Journal of Travel & Tourism Marketing*, 29(6) 430-443.
- http://ehis.ebscohost.com.ezproxy.sunway.edu.my/ehost/detail?sid=c8787e68-ba03-46b6-830d-7207ea91d2a6%40sessionmgr112&vid=2&hid=110 [Accessed 2 October 2019]. (2012)
- [19] Činjurević, M., "COGNITIVE AND AFFECTIVE ASPECTS OF IMPULSE BUYING", *Zbornik Radova*. (30) 168-184. http://ehis.ebscohost.com.ezproxy.sunway.edu.my/ehost/pdfviewer/pdfviewer?sid=a0167086-26d1-40aba22a-d0d541babb36%40sessionmgr113&vid=2&hid=4 [Accessed 2 October 2019]. (2010)
- [20] Lin Chuah, Siew and Chuan Gan, Chin, "The Influence of Individual Internal Factors on Impulse Buying Behaviour Through Online Shopping", *Global Journal of Business and Social Science Review*, 1(1): 59-69. Available at SSRN: <https://ssrn.com/abstract=3000765> (2013)